

ORDER

Orders
Order / Rev: 705907
Alt Order #: 06273048
Product Desc: ANDREI FOR CONGRESS
Estimate: 1599
Flight Dates: 08/11/12 - 08/17/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Cherny for State Treasurer
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/06/12	08/12/12	1	\$400.00	\$340.00
08/13/12	08/19/12	10	\$6,250.00	\$5,312.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$6,650.00	\$5,652.50	0.00
Totals	11	\$6,650.00	\$5,652.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	26%	\$6,650.00
Market	100%	\$25,576.92

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	17%	\$4,348.08
KPAZ	0%	\$0.00
KPHO	22%	\$5,626.92
KPPX	0%	\$0.00
KSAZ	23%	\$5,882.69
KTFL	0%	\$0.00
KTVK	12%	\$3,069.23
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/13/12	08/15/12	M-F 4-5p 12 News EVB	CM	4-5p MTW---- (4:30 PM-5:00 PM)*	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
12 NEWS EVB LIVE 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTW----				1	\$300.00		0.00			
2	KPNX	08/13/12	08/15/12	M-F 5-530p 12 NEWS AT 5PM	CM	5-530p MTW----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTW----				1	\$450.00		0.00			
3	KPNX	08/13/12	08/15/12	M-F 6-630p 12 News 6pm	CM	6-630p MTW----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTW----				2	\$600.00		0.00			
4	KPNX	08/13/12	08/15/12	M-F 6-7a 12 News Today	CM	6-7a MTW----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTW----				2	\$400.00		0.00			
5	KPNX	08/13/12	08/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a MTW----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTW----				2	\$450.00		0.00			
6	KPNX	08/13/12	08/17/12	M-F 10p News M-F 10pm News	CM	10-1035p MTWTF--	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MTWTF--				2	\$1,300.00		0.00			
7	KPNX	08/11/12	08/11/12	Chris Matthews Chris Matthews	CM	Various - - - - - S -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	- - - - - S -				1	\$400.00		0.00			
												Totals	11	\$6,650.00

*Tax 1 Note: Tax 0.5%.